



## HERITAGE PARTNERSHIP PROGRAM

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### City of Appleton

R-HP-1812-22797 | \$60,000 | Heritage Partnership

*Programming Development and Outreach for the Minnesota River Valley National Scenic Byway*

### Status

Draft

The two yellow highlighted fields marked with an \* (Brief Project Summary and Amount Requested) must be completed in order to save your application for the first time. The save button is at the top of the application. Be sure to complete the entire application before submitting. Incomplete applications will not be considered.

*Submissions to the Grants Office may be subject to Minnesota Government Data Practices Act (Statute 13). All user-written material may be modified by the Minnesota Historical Society for clarity and promotional purposes.*

### APPLICANT INFORMATION

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**Project Director:** Dan Tosel

**Authorized Officer:**

**Additional Project Staff:**

Note that only the three people listed above will be able to view and edit this request in the portal. If a name of a person does not appear in the list, contact the grants office at [grants@mnhs.org](mailto:grants@mnhs.org) with the contact information for the person to be added including full name, title, telephone, and email address.

**Applicant County:** Swift

**Applicant Organization Type:** Local/Regional Government

**Governance/Board Members:**

Dan Tosel, Tori Hammerud, Jason Heinecke, Amber Molden, Andrew Schmidt

▼ Click on arrow to view the contact information we have on file

### CURRENT ORGANIZATION CONTACT INFORMATION ON FILE

<b>Organization Name:</b>	City of Appleton
<b>Street Address:</b>	323 W Schlieman Ave
<b>Street Address 2:</b>	
<b>City:</b>	Appleton
<b>State:</b>	Minnesota

Postal Code:	56208
Organization Phone:	320-289-1981
Project Director:	Dan Tosel
Project Director Email:	toselcon@gmail.com
Authorized Officer:	
Authorized Officer Email:	

**The Organization or Contact Information needs to be updated:**

No

**Partners List:**

City of Appleton  
Roman Fidler, City Clerk  
323 W. Schlieman Ave  
Appleton, MN 56208  
320-289-1363  
roman@appletonmn.org

Lower Sioux Agency Tribal Historic Preservation Office  
Cheyanne St. John, THP Officer  
32469 Redwood County Hwy. 2  
Morton, MN 56270  
507-697-6321  
cheyanne.stjohn@lowersioux.com

Chippewa County Historical Society  
Celeste Suter, Executive Director.  
151 Arnie Anderson Drive  
Montevideo, MN, 56265  
320-269-7636  
chippewahistory@qwestoffice.net

Nicollet County Historical Society  
Jessica Becker, Executive Director  
1851 N Minnesota Ave.  
St. Peter, MN 56082  
507-934-2160  
director@nchsmn.org

Blue Earth County Historical Society  
Jessica Potter, Executive Director  
424 Warren Street  
Mankato, MN 56001  
507-345-5566  
director@blueearthcountyhistory.com

Renville County Historical Society  
Nicole Elzenga, Executive Director  
441 North Park Drive  
Morton, MN 56270  
507.697.6147  
director@renvillecountyhistory.com

**PROGRAM INFORMATION**

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**Partnership Program Title (Be descriptive and succinct):**

Programming Development and Outreach for the Minnesota River Valley National Scenic Byway

**\* Brief Program Summary (REQUIRED TO SAVE):**

The partners of the Minnesota River Valley National Scenic Byway will share services to research programming and outreach opportunities to further develop their Heritage Tourism Destination.

**Geographic Focus of Project:**

Big Stone, Blue Earth , Brown, Chippewa, Lac qui Parle, Le Sueur, Nicollet, Norman, Redwood, Renville, Scott, Sibley, Traverse, Yellow Medicine

Could any items related to this application be considered "culturally sensitive objects"? These objects could be items used in a spiritual ceremony or other ritual, or funerary objects or human remains. They can be of any cultural origin.

**Select Yes or No (If unsure select Yes.):** No

**BUDGET INFORMATION****BUDGET REQUEST (Applicant View)**

Budget Item	Amount Requested	Match
1. Byway Coordinator	\$30,000.00	
2. THPO Staff	\$10,000.00	
3. Honorarium for Dakota Elders	\$1,000.00	
4. Mileage for outreach to discovery sites	\$1,000.00	
5. Outreach campaign	\$4,000.00	\$1,000.00
6. Website Consultant	\$4,000.00	
7. Meeting expenses	\$500.00	
8. Training expenses	\$2,000.00	
9. Graphic Design and printing	\$7,500.00	
10. Byway Alliance - in-kind		\$10,080.00
11.		
12.		
	<b>Total: \$60,000.00</b>	<b>Total: \$11,080.00</b>

**\* Amount Requested (REQUIRED TO SAVE):** \$60,000.00

**Match Offered (Use total from above):** \$11,080.00

**How were above figures determined?**

Byway Coordinator: Estimate 350 hours @ \$80/hr and \$2000 for travel and incidentals = \$30,000

THPO staff time: 125 hours @ \$80/hr = \$10,000

Honorarium for Dakota Elders: \$50/meeting @ 20 interactions with elders = \$1,000

Mileage for out reach to discovery sites: 1725 miles @ \$.58 mile = \$1,000

Outreach campaign: Membership mailing - \$1,000 for postage, print materials - \$1,000, Advertising - \$3,000 = \$5,000

Website Consultant: flat rate \$4,000

Meeting expenses: \$62.50 per meeting for 8 meetings = \$500

Training: MN Statewide Scenic Byway conference: \$1,000 for registration and travel.

Explore Minnesota Tourism Conference: \$1,000 for registration and travel = \$2,000

Graphic Design and printing: For 24x36 brochure 2-sided color: Design \$3,000 flat rate. 20,000 copies full color: \$4,500 = \$7,500.

**Match description:**

Byway Lead Partners representatives: IN-KIND MATCH OF TIME

7 people, average 9 hours preparation and attendance per meeting, \$20/hr, 8 meetings

Total: \$10,080

The \$1,000 match will be paid by the Byway, which receives around \$3,000 in membership dues each year.

## APPLICATION NARRATIVES

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**Partnership Program Description:**

This project will strengthen the collaborations between Byway partners, including our Dakota communities, and provide better public access to high-quality Minnesota history through united historic resources.

**HISTORY OF THE BYWAY**

The Minnesota River Valley National Scenic Byway (Byway) is a partnership that was formed as a result

of grass-roots efforts by the people and agencies working and living along the Minnesota River. It was designated in 1996 by the Minnesota State Scenic Byway Commission and as a National Scenic Byway in 2002.

The Byway Alliance is made up of cities, counties, historical societies, tourism entities, DNR, MnDOT, Tribal communities, and interested citizens along the 287-mile stretch of the Minnesota River. These representatives collaborate to identify and fulfill objectives as outlined in the Minnesota River Valley Scenic Byway Corridor Management Plan and the Interpretive Plan. Today, the Byway Alliance remains the only organization working to promote the Minnesota River Valley on a regional scale. The Byway plays an important role in linking and promoting historical sites and stories to better tell the history of the Minnesota River Valley through a variety of efforts, including its programs, website, roadside signs, calendar, brochures, and other marketing materials.

#### PARTNERS

The Partners on this project will be: City of Appleton, Lower Sioux Indian Community Tribal Historic Preservation Office (LSIC THPO), Chippewa County Historical Society, Blue Earth County Historical Society, Renville County Historical Society, and the Nicollet County Historical Society.

This project will continue our work to strengthen the relationships between the partners of the Byway, including relationships between county historical societies and the USC THPO and the LSIC THPO. Though the USC THPO did not sign on as an official partner of this project, they are interested in being included in this project to give input and review content. Also, many of the USC elders participate in the review process with the LSIC THPO. Our Byway Alliance members share a common desire to improve the quality and type of content available on the significance of the Dakota people in the Minnesota River Valley, and we will include the Dakota voice in the projects we work on.

#### ROLES

Each Lead Partner will select a representative to participate through meetings, emails, and conference calls. These representatives will meet eight times during this project. They will hire a consultant to guide the project, utilize partner staff (LSIC) for writing and content, work with the consultants, review and approve the content and other deliverables, brainstorm additional steps, and strengthen the Alliance's capacity through developing relationships and building trust.

#### BENEFIT

This project will strengthen each member on a variety of levels:

1. Increase attendance at discovery sites and in the Byway corridor.
2. Develop relationships with other discovery sites to increase each partner's capacity for quality programming and collaboration. This is especially apparent as the historical societies build relationships with Dakota communities to develop content for their site.
3. Enable the partners to utilize the Byway as a resource for their own internal programming.

#### PURPOSE, SCOPE AND GOALS

The partners of the Minnesota River Valley National Scenic Byway will share services to research programming and for outreach opportunities to further develop their Heritage Tourism Destination. The partnership will share services by hiring a consultant to oversee this project. The consultant will coordinate with the Byway discovery sites to find out what programming they are working on and offer the Byway platform as a resource. They will look into possible collaborations on projects. The first example of a collaborative project will be to initiate conversations about updating the "U.S. - Dakota Conflict" Brochure.

The partnership will develop at least three itineraries. This will require the partnership to outline ideas of moving people along the Byway to experience the history of the Minnesota River. It will also hire staff at the LSIC to develop and write Dakota content for at least one of the itineraries that will focus on contemporary Dakota culture.

The partnership will develop one outreach campaign for the byway to publicize our Heritage Tourism Destination to increase attendance at discovery sites and develop local awareness of the Byway. The partners will also work on ideas for how the Byway can continue to improve as a Heritage Tourism Destination. This will happen through training and sharing information within the partnership.

Deliverables include:

- At least 8 meetings among partners in person and via conference call

- At least 3 itineraries with one working with the LSIC THPO
- Attend trainings to assist the Byway with Heritage Tourism Destination Wayshowing.
- At least one outreach campaign as defined by the partnership.
- Explore ways to update "U.S. - Dakota Conflict" brochure
- Connect with all 100 of the Byway discovery sites. This will be done as directed by the partnership via email, select phone calls, and in-person visits.

A deeper goal is to continue to strengthen and develop the relationships between our partners and the Dakota tribes to build the trust and knowledge of each other that is a critical foundation for any future efforts. Both tribes are active members of the Byway Alliance and assist with Byway programming. The Byway can serve as platform for the tribes to interact with other historical societies. For example, the Chippewa County Historical Society would like to add Dakota history to their site, which is also recommended in the Byway Interpretive Plan, and this partnership enables relationship building so they can connect with Dakota voices and legitimately reflect those voices in their projects.

#### IMPROVE PRESERVATION & ENHANCE ACCESS TO MN HISTORY

The collaborative efforts of this project will improve the quality, diversity and quantity of history programming on the Minnesota River Valley National Scenic Byway. By building the relationships between partners, outreach and research, the partners will be able to take advantage of opportunities to increase the quantity and quality of programming as well as build their own organizations and increase attendance.

*Please select the need and rationale that best fits your project from one of the following list:*

**Need and Rationale (select one):** This project will complement existing knowledge by filling an identified gap.

#### Program Justification:

The Minnesota River Valley National Scenic Byway (Byway) is a partnership that was formed to encourage economic development through the promotion, preservation, and protection of the intrinsic qualities of the Minnesota River Valley. As part of this mission, we periodically review and revise our Minnesota River Valley Scenic Byway Corridor Management Plan and our Interpretive Plan. The plans recommend the Byway focus on two nationally significant themes: 1) The U.S. - Dakota War of 1862 and 2) the Geological History of the Valley.

These plans identified many collaborative ideas to work together on, but the Byway needs to share services to accomplish these items. The Byway prioritized projects based on the partners needs ability to utilize the Byway to further their own goals.

In recent years, the Byway has developed a closer relationship with the Dakota communities and recognized that the Byway is a good platform for the historical societies and Dakota communities to work together on their own internal programming.

The gap this shared services fills is that the partners can pursue these projects with someone to coordinate the partners and keep all the discovery sites informed of the Byway's activities. This shared service will keep the Dakota perspective and continue to work to tell the national stories of the Minnesota River Valley.

The projects and needs of the partners and discovery sites along the Minnesota River Valley is ever changing. The Byway sees a need to coordinate with the discovery sites, make updates and develop new programming to enable the visitor to easily learn more about the Minnesota River Valley and its history.

This project would work with the Tribal Historic Preservation Offices at both the Upper Sioux and Lower Sioux Communities. Although the Upper Sioux THPO did not sign on as a partner to this project, they are an active member of the Byway Alliance and are interested continuing that relationship. This project will continue relationships that have started and develop additional Dakota content for the visitors of our Heritage Tourism Destination.

We have budgeted for an honorarium for Dakota History Elders/Advisors. We will work with the Tribal Historic Preservation Offices from both tribes to appropriately include Elders/Advisors and get feedback

on Dakota content.

The “U.S. - Dakota Conflict” brochure (included in the attachments) is a brochure that all partners have expressed a wish to review and possibly update to add a stronger Dakota voice. This partnership will allow the capacity for the Byway to initiate conversations and assist with the brochure as appropriate.

This program increases the capacity of the partnership by providing shared services to facilitate planning, create new content, update the website and develop relationships. Without the shared services, the Byway Alliance would not have the capacity to work on these priority projects as outlined in the Interpretive Plan and Corridor Management Plan.

#### Work Plan and Timetable:

This program will be completed in 12 months by the June 30, 2020 deadline.

The specific purpose of this project is to coordinate the partners, connect with all discovery sites along the Byway, develop a list of possible programming and projects, initiate conversations about and explore new content for the “U.S. - Dakota Conflict” brochure, develop at least 3 itineraries, work with the LSIC THPO to develop new Dakota content for the itineraries and possibly the “U.S. - Dakota Conflict” brochure, develop one outreach campaign for the Byway, and utilize training to help the Byway increase awareness of the Heritage Tourism Destination.

This project will:

- Hire a Byway Project Coordinator consultant to manager the overall project.
- Hold eight meetings for the partners to develop programming ideas and explore new content for the U.S. - Dakota Conflict brochure and itineraries.
- Work with LSIC THPO for Dakota content
- Hire a Website Consultant to upload new and revised content to website.
- Hire a designer to design and print new brochure.

#### Work Plan:

##### Months 1-2: Launch Project / Hire Project Coordinator

The Lead Partners will meet one time to advertise the Byway Project Coordinator position and hire a Byway Project Coordinator.

##### Months 2-12: Strengthen Relationships

The Lead partners will work closely with the THPO partner, strengthening the collaborations and relationships between non-Dakota organizations and the tribes. As we create positive experiences and develop relationships, we will increase trust within the partnership. At least 8 meetings total will be coordinated.

##### Month 3:

The Byway Coordinator will coordinate the partners to do the following:

- Determine the best way to connect with all the discovery sites over the grant period (survey, in-person, etc.)
- Develop a list of itineraries ideas
- Outline strategy of how to update the “U.S. - Dakota Conflict” Brochure
- Outline outreach campaign

##### Month 4 - 5:

The Byway Coordinator and Partners will

- Attend trainings such as the MN State Byway Conference and Explore Minnesota Conference and bring back information to Partners
- Connect with discovery sites as outline by Partners
- Put together feedback from all Partners and discovery sites for the Partnership to review
- Implement projects as outlined by Partners (itineraries, brochure) including review/feedback/rewrite and gain approval.
- Develop outreach campaign

**Months 6 - 8**

The Byway Coordinator will coordinate with the partners to do the following:

- Implement outreach campaign
- Implement projects as outlined by Partners (itineraries, brochure)
- Attend training and bring back information to Partners

**Months 9-10**

The Byway Coordinator will coordinate with the partners to do the following:

- Outreach to discovery sites: deliver products, meet in person and/or online and by phone.
- Hire byway website consultant
- Finalize all projects (itineraries, brochure)
- Work with MNHS on review of any new content

**Months 11-12**

The Byway Coordinator will coordinate with the partners to do the following:

- Outreach to discovery sites: deliver products, meet in person and/or online and by phone.
- Work with website consultant to make all changes on website.

**Project Personnel:****BYWAY PROJECT COORDINATOR**

Qualifications needed:

Planning, coordination and research skills.

Facilitation skills.

Familiarity with the Minnesota River Valley Scenic Byway and members.

Familiarity with the Dakota groups and Tribes in the Minnesota River Valley.

Understanding of the Byway's website functions.

Ability to add content to a Word Press website.

The Byway Coordinator will engage partners, coordinate and facilitate meetings, document all findings, work with Byway Lead Partners to work with the LSIC THPO and Web Consultant, manage the external review of new content, and manage the addition of content to our website.

**LOWER SIOUX INDIAN COMMUNITY TRIBAL HISTORIC PRESERVATION OFFICE (LSIC THPO)**

The LSIC THPO has part-time staff that has additional capacity to write and develop Dakota content. We will work with them to do this.

Qualifications that the LSIC THPO has:

Dakota Translation abilities

Relationship with the tribes in the Minnesota River Valley

Knowledge of Dakota history, impact, and significance in the Minnesota River Valley

Ability to write Dakota-specific content on the byway website.

**WEBSITE CONSULTANT**

Qualifications needed:

Familiarity with Wordpress.

Familiarity with Byway Website.

Ability to complete work within time frame.

The Website Consultant will work with the Project Coordinator to transfer and upload all new content to the website.

**GRAPHIC DESIGNER**

Qualifications needed:

Ability to design a complicated brochure.

Ability to complete work within time frame.

Provide estimates for the following. If none, enter "0":



Estimate the number of project hours worked by newly hired staff to be paid for with grant funds

**Enter number:** 0

Estimate the number of project hours worked by existing part-time staff to be paid for with grant funds.

**Enter number:** 25

Estimate the number of vendors/consultants/ contractors who will work on the project (non staff).

**Enter number:** 3

#### **Enduring Value:**

As historic, cultural, civic, business, and government entities within our Valley, Byway Alliance members have a vested interest in learning about, preserving, and promoting our history. This is our Valley, these are our stories.

This project will lead to improved historic content for the Minnesota River Valley that is more accessible, accurate, and meaningful to Byway members, residents, visitors, and others. Any new content developed will be added to our website where it will serve as the first and primary source of information for many of our users. As awareness of our Valley's history increases, support for the preservation and promotion of the historic resources within our Valley will increase. Additionally, Byway Members will benefit by the economic development created by increased tourism related to the Minnesota River Valley and its history.

This project will also develop a stronger partnership between the Byway members and the Tribal Historic Preservation Offices from both the Upper Sioux Community and the Lower Sioux Community. We believe as we create examples of positive experiences and develop relationships, that we will increase trust within the partnership. This will enable the Byway Alliance to engage the tribes on future projects.

The Byway community will benefit by this program by increasing its capacity to analyze and improve the information available about the Minnesota History along the Minnesota River Valley.

The improvement and addition of Dakota language and Dakota history content to our website will strengthen the broader Minnesota history network by the access to new, rich content, by the new relationships formed through this program, and by serving as a strong model for a thoughtful and effective approach to including Dakota history.

As Project Director and a Lead Partner, the City of Appleton will benefit from the enduring value of the experience of developing and managing a Legacy-funded project.

#### **Sustainability:**

The Byway Alliance has been able to do its work through grants from the state and federal government and membership contributions. Its sustainability is due to the dedication of the Byway Alliance members who continue to work hard on the mission of the Byway to “encourage economic development through the promotion, preservation and protection of the intrinsic qualities of the Minnesota River Valley.”

The Minnesota River Valley National Scenic Byway partnership will continue after the life of this grant. The updates to the website will continue as the website is a sustainable product that serves as the byway's steady way of communicating to the public.

We hope that the new content has an impact in our communities and partners by helping to identify the Minnesota River Valley as an important tourism and educational destination, and creating economic development.

The partnership strengthens and benefits each partner by bridging a gap each partner is unable to accomplish on their own. The byway partnership is vital to help tell the stories of the Minnesota River Valley. The partnership benefits each member by creating a collective historic message that highlights the Minnesota River Valley as a destination and educational experience.

## MEASURABLE OUTCOMES AND EVALUATION

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### MEASURABLE IMPACTS AND INDICATORS

Term	Expected Impact	Progress Indicator
Short Term	The Partners of the Byway will have capacity to work together.	Meetings will be held and projects identified.
Intermediate Term	Partners will accomplish projects together.	Projects identified will be accomplished, or a plan to implement will be in place.
Long Term	Increase awareness of discovery sites, including many historic sites, relationships between Partners and ability for Partners to utilize Byway resources.	Increased attendance at discovery sites, and projects done by Partners have utilized Byway resources.

## APPLICATION ATTACHMENTS AND REQUIRED DOCUMENTATION


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Use the Request Documents section below to upload files from your computer to your application. Label all uploaded files as to what they specifically contain (photos, plans, bids, etc.) Do NOT upload .ZIP files. Click on the green + to locate the items to be uploaded. Then click the Add Files button on the lower left to find the files on your computer. Once you have added the files to be uploaded, click on the Start Upload button to upload the files. Wait until the status shows 100% before closing.

Most categories require specific attachments to the application. Be sure to check the guidelines (link opens in new window) for the category to which you are applying to determine the required attachments. Failure to submit a required attachment will result in disqualification.

For non-governmental applicants applying for \$25,000 or more: Financial records (Form 990, Form 990 EZ, Certified Financial Audit, or year End Financial Report) are required.

Delete Request Document/s:

REQUEST DOCUMENTS	
	Signature Authority Form - MN River Valley Scenic Byway Partners.pdf
Added by Roman Fidler at 11:06 AM on January 25, 2019	

## REQUEST DOCUMENTS



U.S.-Dakota-Conflict-of-1862-Self-Guided-Tour-brochure.pdf

Added by Roman Fidler at 10:35 AM on January 25, 2019